



latentview

Actionable Insights • Accurate Decisions

# Beyond One-Size-Fits-All Personalization for Business Success



## Tailoring Success with Personalization



01

### Investments in Personalization Are on the Rise

Brands are concentrating on retention in the current period of economic instability.

**45%** of global brands said they **spent more than half of their marketing budgets on retention** in 2022, a significant increase from **33%** in 2020.<sup>1</sup>

Nearly **7 in 10 (69%)** global business leaders are **increasing investments in personalization** in 2023 to achieve this goal.<sup>2</sup>

### AI Is Fuelling Personalized CX

**92%** of global businesses use AI-driven personalization to spur business growth.<sup>2</sup>

The market for AI-powered personalization is projected to grow by **\$2,541.4 million** between 2022 and 2027 at a CAGR of **20.45%**.<sup>3</sup>

The high unsubscribe rate for generic marketing, churn forecasts, and the rise in chatbot usage are affecting the market's growth.<sup>3</sup>

02



## The Good News: The ROI of Customization Is High



**80%**

of business executives claim that when customers have a personalized experience, they spend **38%** more money on average.<sup>2</sup>

**56%**

of consumers worldwide say **personalized experiences will lead to repeat purchases**, an increase of **7%** from 2022.<sup>2</sup>

**62%**

of global **business leaders identify increased customer retention and ROI as an outcome of personalization** initiatives.<sup>2</sup>

## The Not-So-Good News: Despite Increasing Investments, Businesses Are Unable to Crack Personalization Yet



**50%** of global businesses consider **getting accurate real-time data a hurdle toward personalization**, up by **10** points from 2022.<sup>2</sup>



Although consumers are still concerned about privacy issues and how their data is used, **27%** of global consumers feel **personalization has become more generic** over the past **12 months**.<sup>2</sup>



**39%** of companies say that successfully **implementing personalization technology poses challenges**.<sup>2</sup>

## What's Next: Hyper-Personalization

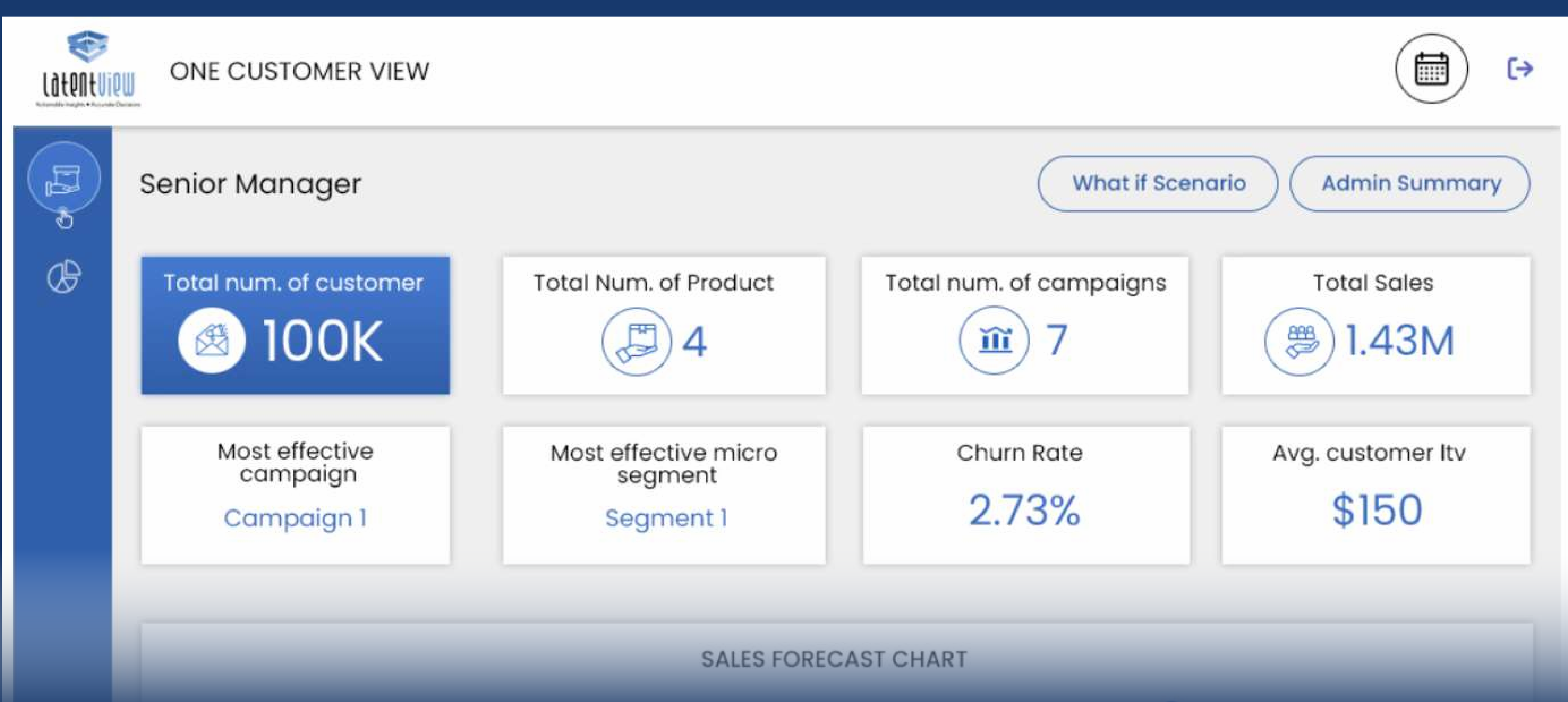
Hyper-personalization **enables companies to send highly tailored messages to target customers at the right time, location, and channel**



Hyper-personalization is the most effective method for brands to **individually engage with each customer** to build loyalty and identify new customers.

It uses **data, analytics, AI, and automation** to create personalized and targeted experiences.

## Hyper-Personalized Precision Marketing Made Simple with OneCustomerView



With LatentView Analytics' **OneCustomerView**, **win over customers by offering personalized, optimized, and near-real-time digital customer experiences**. Foster customer loyalty and fast-track your revenue growth while gaining a competitive edge.

## Why Opt for OneCustomerView?



### Versatile

You can integrate OneCustomerView with your existing tech stack.



### Fast

Implement OneCustomerView on the go with the data you already have.



### Cost-Effective

You don't need any additional infrastructure, and there are no licensing costs.

Try OneCustomerView and Improve Your Bottom Line by 40%!

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